



Garden Background Renowned for its exceptional scenery and educational programs, Norfolk Botanical Garden is considered a premiere example of horticulture featuring 155-acres of colorful landscapes and unusual flowers, and is home to one of the largest collections of azaleas, camellias, roses, and rhododendrons on the East Coast. The Garden dates back to 1938 when the Works Progress Administration sponsored 200 African-American women to clear the dense, native vegetation and plant 4,000 azaleas. Open 365 days a year, the Garden boasts 12 miles of walking paths and is one of the only botanical gardens offering tours by foot, boat, or tram.

Norfolk Botanical Garden represents an oasis of more than 20 themed gardens including the Bicentennial Rose Garden spanning 3.5 acres with more than 3000 rose bushes consisting of 430 varieties and the Bristow Butterfly Garden which provides a habitat attracting and supporting butterflies and moths during all stages of their life cycles. Spend the day exploring these and many other themed gardens all conveniently connected by paved walking paths.

Membership Norfolk Botanical Garden memberships have doubled in the last several years, growing from 2,000 members to over 4,500 members in 2004. Membership increased by 11% during the TREEmendous TREEhouse exhibit in 2004. Membership is a critical component of the Garden's financial foundation. Our members are vital to the continued growth and future of the Garden. We are proud to offer numerous valuable benefits such as year-round, unlimited admission; reciprocal benefits at over 100 other botanical gardens, free member lectures and a host of discounts.

Education & Special Events Programming Education is the backbone of the Garden's programs, helping to interpret our collections and programs for people of all ages, from pre-school aged children in our Storybook Forest program to seniors participating in our Healing Hands, horticultural therapy programs.

Treasure Island at Norfolk Botanical Garden: Project Overview In 2004, Norfolk Botanical Garden hosted TREEmendous TREEhouses, a major regional exhibition featuring unique and creative, non-traditional treehouses. The exhibition doubled the Garden's visitation, bringing people of all ages to marvel at the 11 treehouses, located throughout the Garden's 155 acres. In 2005, the Garden is taking it up a notch with Treasure Island, an **interactive** exhibition featuring themed destinations, which will host daily activities open to all visitors. The Garden's education department will develop these activities, inspired by each individual design and intended to enhance the visitor's experience. All destinations will be designed to stimulate the imaginations of children of all ages and encourage playful interaction. Treasure Island is being designed to attract families to the Garden in anticipation of the World of Wonders: A Children's Adventure Garden, opening in Spring 2006.

Treasure Island @ Norfolk Botanical Garden History Did you know that in the 1970s Norfolk Botanical Garden was well known for its Treasure Island exhibit? Ship Hispanola, built to exact size from plans acquired from Newport News shipyard, made its home at NBG's very own Treasure Island. Guests ventured across a rope bridge that connected the garden to Treasure Island where they were greeted with sword-fighting pirates and a cave to explore. In 2005 NBG is reviving its very own Treasure Island in a bigger and better way with interactive themed destinations located throughout the garden!

Community Partnerships Norfolk Botanical Garden is encouraging designers to partner with area businesses and organizations on our Treasure Island exhibit. To broaden the message created by this exhibition Norfolk Botanical Garden will itself partner with several local institutions. These community partnerships enhance the Garden's ability to inform the public about its work as well as promote the work of our partners. Planned collaborations include: ASLA Virginia Chapter of the American Society of Landscape Architects, AIA Hampton Roads Chapter of the American Institute of Architects, Virginia Stage Company. Treasure Island will be a unique and integral opportunity for the Garden to engage and educate the broader community about its mission.

Key Designer Information

General Guidelines & Requirements

General Entry Guidelines

- Exhibit runs Sunday, June 19 – Saturday, October 2, 2005 at Norfolk Botanical Garden
- Anyone is welcome to submit designs
- Partnerships between designers and builders are encouraged
- There is an application fee of \$10 per design payable via check to Norfolk Botanical Garden to be received with entry

Entry Requirements

- Key words that should inspire your design: interactive, family, fun, whimsy, engaging
- All designs should tie into the “Treasure Island” theme.
- Norfolk Botanical Garden has pre-selected locations for each design. A walk-through of locations can be scheduled by contacting Erin Harley at 441.5830 x 312.
- Photos of site locations will be available on the Garden's website (www.norfolkbotanicalgarden.org) for reference.
- Any college professor is required to contact Erin Harley, Event & Exhibit Specialist at 441.5830 x312 prior to assigning Treasure Island design submissions as a student project.
- Deadline for submission is Friday, April 15, 2005 by 4:30 p.m.
- Submit directly to Erin Harley, Event & Exhibit Specialist, Norfolk Botanical Garden, 6700 Azalea Garden Road, Norfolk, VA 23518-5377.
- All designers are required to attend the exhibition's grand opening on Sunday, June 19, 2005.
- Norfolk Botanical Garden retains the right to use any and all of the structure images and renderings of structure designs for promotion of the event.

Design Submission Requirements

- Designs will be site specific so a visit to Norfolk Botanical Garden to view the locations is required. Please specify which location your structure is designed for and if your design can be modified for alternate locations.
- Resume' indicating related experience, 2 pages maximum
- Slides or digital graphics of past work (not limited to public art or exhibitory work) (jpeg files on cd, limit 10 designs)
- Annotated description of slides
- Statement of interest indicating which destination(s) you are interested in, concept description, explanation of interactive nature of the proposal, 1 page maximum
- Concept sketch, 1 11" x 17" page maximum. 3D models will be accepted, but are not required.

Key Designer Information

Destination Descriptions & Designer Benefits

Destination Descriptions & Stipends

1. Pirate Ship \$3,250

In order to provide visitors with a unique Treasure Island experience, the design is open to artist interpretation. Artists are reminded to keep the overall theme of Treasure Island in mind when planning their entry and each design must be interactive.

The winning designer will receive all but \$250 of the stipend upon signing the Treasure Island contract. The remaining \$250 will be dispersed upon removal of the destination from Norfolk Botanical Garden.

Designer Benefits

- In 2004, TREEmendous TREEhouses attracted an abundance of local media to the Garden resulting in coverage of the exhibit and designers in The Virginian Pilot, The Daily Press, and on Sinclair Communications radio stations. Treasure Island is an excellent opportunity to gain recognition in the Hampton Roads community.
- Designers and builders names will be listed on the signage located at their respective destination, on the NBGS website, the exhibition brochure which is handed out to every single visitor that comes to the Garden and any related signage and materials.
- All designers and builders will be invited to attend a VIP Reception on the morning of the exhibition grand opening on June 19, 2005.
- Each designer will be given 10 NBGS Garden passes valid for one year.
- Any expense incurred in construction of the exhibit above and beyond the stipend amount may be tax deductible.

Key Designer Information

Judging, Construction & Installation

Judging

Designs will be judged on the following criteria (not listed in order of importance)

- Creativity, imagination, fun, capacity to engage
- Level of interaction which appeals to all ages (families, kids, adults, ADA accessible)
- Structural integrity
- Durability (choice of weather-resistant materials, withstanding of elements, withstanding interaction of children)
- Executable design and construction
- Flexibility of location
- Environmentally friendly nature
- Inclusion of concept sketch, resume, examples of past work, statement of interest, application fee
- Judges discretion for imagination or "wow" factor
- How well it interprets Treasure Island theme

Construction

- It is the responsibility of the designer to arrange for construction of the structure and its installation at Norfolk Botanical Garden between May 16 and June 6, 2005.
- Exhibit must be weather (rain, wind, etc.) resistant for the length of the event.
- Exhibit must be designed to withstand the interaction and play of children visiting the destinations.
- Norfolk Botanical Garden is not responsible for any damage due to vandalism, weather, Acts of God, etc.
- Designer is responsible for any repairs to the structure during the length of the exhibit.
- Norfolk Botanical Garden's first priority is to protect the health of the plants and integrity of the gardens. NBG reserves the right to request alterations in the design or setup of structures to protect the plant material. No pruning, painting, or affixing things to trees or shrubs will be permitted without the express permission of NBG. Under no circumstances may anything be nailed or screwed into the tree. Any digging must be given express permission of NBG before proceeding.
- It is the responsibility of the designer/ builder to disassemble and remove the structure from Norfolk Botanical Garden between October 3, 2005 and October 9, 2005 during regular business hours.
- The designer may keep the structure at the close of the exhibit

Timeline

April 15, 2005	Design Submission Deadline
May 16 – June 6, 2005	Structures installed at Norfolk Botanical Garden
June 19, 2005	Exhibit Grand Opening
October 2, 2005	Exhibit Closes
October 3 – 9, 2005	Removal of structures by designers

Contact

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